

What's Happening?

A NEWSLETTER

FOR THE MAINE MEDICAL CENTER FAMILY

You're invited!

The Nutrition Services Department is pleased to announce that the new servery will officially welcome visitors for a ribbon cutting ceremony on Tuesday, June 20, between 1400 and 1600 hours. You have been patient and we want to celebrate! Rich Petersen, Executive Vice President, will be on hand to do the honors and will formally announce the new name of the servery. "We think you'll be as delighted as we are by what you'll see," says Mary Keysor, MS, RD, Director of Nutrition Services. Staff will be on hand to answer your questions.

Monday, June 19, will be dedicated to testing equipment and entertaining the construction crew, designers, and Nutrition Services personnel who have worked so hard to make this a success. On Wednesday, June 21, the servery will open its doors for business to all staff at 1030 hours. This will be a "soft opening". In the restaurant business, a soft or lower key opening is preferred so production staff can work the kinks out of new equipment and recipes. The temporary servery will close at noon on the same day and be dismantled soon thereafter.

The kiosk in the main corridor will be permanently closed at noon on June 21. The kiosks have been very popular and have

SERVERY, SEE P.5

"Opportunity" funds help innovative programs

The second round of "Opportunity Grants", designed to encourage MMC departments to think creatively about community involvement, has been funded. The grants are funded by the Communications and Marketing Department, using money that previously had been spent on advertising and making it available for community outreach.

"We look for opportunities to get our professionals out into the community," says Wayne L. Clark, Associate Vice President for Marketing and Communications, "and we place a premium on programs that reach new audiences, that are highly visible, and that involve our staff working one-on-one with the public."

"This second round of grants covers a range of programs and illustrates the kind of innovative ideas we were seeking."

The funds were offered to cover such items as sponsorships and booths at health fairs, the creation of display material, screenings and educational efforts, and school visits, along with associated costs. In addition to funding of up to \$2,000, each grant comes with staff help from Communications and Marketing.

The new grants are listed below. We'll cover them in more detail as they get under way.

- Emergency Department: sponsorship of and participation in the medical tent for the OpSail 2000 waterfront celebration and tall ships visit in July.

- Department of Vocational Services: participation at several events that will reach this program's audience of business and agency people.

- Maine Medical Center Research Institute: participation in a career-oriented picnic event for Maine high school girls to encourage careers in science.

- Cardiology Services: development and presentation of heart health education for area schools.

- MMC Family Practice Center: production of "Elder Extravaganza", a health fair at the MMC Family Practice Center.

- Oncology Services: participation in a Maine cancer network conference that will bring together professionals and consumers interested in cancer prevention and treatment.

- Maine Heart Center at Maine Medical Center: prime sponsorship of "Make the Connection", the official celebration joining the Back Cove and Eastern Promenade walking paths,

GRANTS, SEE P.5

Barbara Bush and Libra Foundation launch new child book program

Barbara Bush helped announce a new program called Raising Readers recently at Maine Medical Center. Raising Readers will provide free books to all children in Maine from birth to age five as part of their regularly scheduled well child visits. Owen Wells, President of the Libra Foundation, was joined

opment experts, and parents. When the program is fully operational, it will distribute more than 160,000 books per year at a cost of approximately \$1 million.

New studies that link reading to brain development in children, even in newborn babies, provide the scientific basis for Raising Readers. Improving

child and family literacy and improving the health of Maine communities is the intent of MaineHealth and Eastern Maine Healthcare, the sponsors of this new initiative. The Barbara Bush Children's Hospital at Maine Medical Center and Eastern Maine Medi-



Mrs. Bush discusses a book with a young patient at the Raising Readers press conference. AV Photo.

cal Center, the largest hospital in the Eastern Maine Healthcare system, will collaborate on implementing Raising Readers.

Research shows that adult literacy depends in part on learning and development that occur in infancy and early childhood. Many children who do not live in environments that promote language and literacy growth are at risk for failing to develop essential literacy skills. One in every five adults in Maine is functionally illiterate, according to the Maine Department of

by First Lady of Maine Mary Herman and Pat Patterson, MD, Pediatrician, in describing the importance of reading to young children.

Funded by the Libra Foundation, a Maine-based philanthropy, the book program is the largest of its kind ever launched in a single state. All families with children in the targeted age group, regardless of their economic means, are eligible to participate. Books for the Raising Readers program will be chosen from a list developed by children's librarians, child devel-

opment experts, and parents. When the program is fully operational, it will distribute more than 160,000 books per year at a cost of approximately \$1 million.

New studies that link reading to brain development in children, even in newborn babies, provide the scientific basis for Raising Readers. Improving child and family literacy and improving the health of Maine communities is the intent of MaineHealth and Eastern Maine Healthcare, the sponsors of this new initiative. The Barbara Bush Children's Hospital at Maine Medical Center and Eastern Maine Medi-

Education. The lack of basic literacy skills has been linked to problems such as unemployment and teen pregnancy. Raising Readers is designed to help prevent these problems and promote the health of all Maine children and families.

The program will be pilot tested in Penobscot and Cumberland counties for a year before it is expanded to include all of Maine's sixteen counties. According to Lisa Belisle, MD, the program's medical advisor, each child who participates will receive a small library of books – a dozen in all – by the time he or she reaches age five. She stresses the important role doctors and nurses play in helping parents understand the importance of regular reading to their children, even before they learn to speak or read.

The Raising Readers program will be offered through hospitals, rural health clinics, physician practices, and public health programs that provide well child care. More than 600 doctors and nurses across the state provide immunizations and well-baby checkups. Through Raising Readers, they will give advice to parents about reading aloud to their young children along with books that have been carefully selected to stimulate young minds. Parents of newborns will receive two books before leaving the hospital or upon a home birth or adoption. Thereafter, children will receive books at their regularly scheduled well child visits at 2, 4, 6, 8, and 10 months and at annual checkups from ages 1 through 5.

For more information about Raising Readers, contact Nancy Arnold, Program Coordinator, at 771-2004, x225, or by email at arnoln.

Caring

TO MAKE A DIFFERENCE

What's Caring To Make A Difference all about? It's about people who make MMC special. It's about the folks who are quietly working hard each day to improve themselves, improve their departments, and improve the quality of life at MMC for everyone who enters our doors.

What a Difference a Day Makes!

On Thursday, May 18, a group of 32 employees from all over Maine Medical Center participated in the 8th Annual Greater Portland United Way 'Day of Caring'. More than 1,000 volunteers from dozens of businesses, large and small, completed 71 projects at 44 agencies with 58 sites. In one day, the city was transformed by one of the largest community volunteer efforts of all time! All over the city and beyond, you could see the signs of teamwork in progress. Our group of volunteers was involved in projects that reached from the Catherine Morrill Day Nursery here in the city, to Spiller Park in Gorham, a Goodwill Industries residential rehab facility for brain damaged individuals, and the Jewish Community Alliance Center Day Camp in Windham.

The day started out with a 'kick off' breakfast in Deering Oaks Park. From there, everyone went to their work sites and did just that...work! Here are a few highlights from MMC's participants this year.

Mary Geiringer, Engineering Services, and her husband Arthur went with Steve Rohman, Engineering Services, to the Creative Resource Center in Portland, where they landscaped, planted flowers, moved rose bushes, and mulched 'everything'. Two volunteers did some scraping of paint in preparation for painting the outside of the house. Once the

rain ended their outside work, they moved indoors where they helped to sort and organize the attic, which was full of all kinds of neat items for future sale.

"The women who run the center were very welcoming and appreciative," says Mary. Steve has very generously agreed to continue with the painting project until it is complete!

It was off to the People's Regional Opportunity Project site for Barbara Corriveau, Brighton Campus Food Services, and Debby Cole, OR. There they assisted another group of volunteers in preparing for a thank you celebration for the Foster Grandparents Program, which included making corsages and



MMC staff painted, made corsages, and shoveled mulch to help local United Way agencies on the 8th Annual Day of Caring. AV Photo.

Renovated FirstCare space better for patients and staff

decorating one of the event rooms at the Holiday Inn. How's that for a change of pace! Barbara said she "really enjoyed the day and felt very appreciated. The people we worked with were wonderful and the work was fun. I want to go back next year." That was a common response from our employee volunteers.

A group of seven from MMC worked at the Catherine Morrill Day Nursery on Danforth Street. Most of the day was spent unloading two huge dump truck loads of bark mulch to cover the entire play area. People loaded wheelbarrows, some transported the mulch to the play yards, and others raked it around. All the while, kids inside the day care peered out the windows with curiosity and excitement. Everybody worked as a team. It was not obvious that the group was working with others they had just met. All were treated to a great hot lunch and the sun even poked through the clouds at one point.

Two other large groups were assigned to Spiller Park and to the Jewish Community Alliance Center Day Camp where they did similar work: clearing brush, lugging branches, and chipping wood. "We all got filthy dirty but we had fun," says Jean Kahn, who joined Jeff Gregory, Erick Kurlanska, Janice DeMille, and others at the camp.

Many of MMC's volunteers participated for the first time this year but from what we've heard, they are hoping it will not be the last. Our employees are 'hooked on caring'!

On Thursday, May 25, Brighton FirstCare opened its doors to a newly renovated, modern Urgent Care Department. Their bright, 'patient-friendly' department includes an expanded waiting room with a special children's play space. Nearby, but still providing patient confidentiality, is the registration area. The department was designed to maximize flexibility for both patients and staff with a combination work area and nursing station located central to the department. There are a total of 11 treatment areas, including three for acute care with the capability of cardiac monitoring, six private exam rooms, and two private orthopedic rooms where IV conscious sedation can be administered for specific treatments.

"The philosophy of Brighton FirstCare includes the promotion of a practice that keeps the nurse and physician at the bedside as much as possible," says Head Nurse Suzanne Parenteau. "We have provided resources within the department to do this, such as readily accessible computer terminals, a Logicare patient tracking system, a Pyxis medication administration machine, and the use of the Emergency Care Technician, whose tasks can safely and efficiently extend the role of the licensed caregivers."

During the seven months construction was underway, patients and staff had to manage noise, dust, and inconveniences, both large and small. With help from department leaders Suzanne Parenteau, RN, and Jon Karol, DO, staff used a quality improvement approach to plan for the expected disruptions to patient flow. The department's Quality Improvement Committee brainstormed potential problem areas and proactively developed action plans to deal with a wide range of issues including privacy, reduced clinical work space, patient flow problems, and reduced storage space. This planned approach helped them deal with the longer than expected construction period, which nearly doubled from initial estimates. What a tribute to the teamwork and loyalty of the FirstCare staff!

With their new department, staff at Brighton FirstCare are taking the opportunity to remind the community of who they are and what they do best. "We treat minor emergencies and provide competent and reliable walk-in medical care to those patients who may not have a regular doctor or whose doctor is not available." Also, local physicians can arrange to examine their patients at Brighton FirstCare outside of regular office hours, a convenience to both patient and doctor. Suzanne notes that many of the patients who come to MMC's Bramhall Emergency Department with medical conditions can be managed effectively and efficiently at the Brighton Campus. "We want people to know the inconvenience of construction is over and we look forward to caring for patients' urgent care needs." Brighton FirstCare is open from 0900 to 2100 hours every day, including holidays.

Caring To Make A Difference is a monthly publication of the Continuous Productivity and Quality Improvement Office. Ideas, questions, and comments may be directed to Cindy Bridgham, CPQI Office, at 871-2009, Fax 871-6286.

GRANTS, FROM P.I

and the "Tukey Trot" road race.

- MMC Family Practice Center, Falmouth: participation in Falmouth Family Fun Days at the new "Town Center" park, with blood pressure screenings and other health information.

It must be summer!

The Coffee Shop
is offering its
summertime ice
cream special.

Stop in to see what the
special is this week!



SERVERY, FROM P.I

worked well to decentralize traffic during the renovation period, however, the Courtyard Kiosk does not meet State of Maine Fire Marshall codes. MMC has been allowed to maintain the kiosk in the central corridor while renovating with the understanding that it would be closed once the new servery opened. The kiosk in the Dana Center will close July 1. Labor needed for both kiosks was paid for by the renovation project; this support will no longer be available once the new servery opens. Kiosk operators Kay Pellecchia and Tom Beane will move into the new servery.

The opening of the new servery will be the culmination of years of planning and months of hard work. "Our goal is to provide something for everyone while educating our Maine Medical Center community as to the importance of nutrition and health. What better way to sell the nutrition message than through great tasting food!" says Keysor.

Each day, 300 pints of blood are needed in Maine. MMC uses more donated blood than any other hospital in the state.

Give the gift of life. Be a blood donor.

Friday, June 16, 0830--1530 hours

Dana Center Classrooms 7 & 9

You may sign up in the Ground Floor Bypass Corridor June 13-15 or just walk in on the 16th. If you are a first time donor or if you bring a friend, you'll get a free t-shirt.

Please Give Blood.

More than \$500,000 raised for MMC children's services

Hundreds of Mainers made pledges to Maine Medical Center's Children's Miracle Network June 3 and 4. The annual CMN Broadcast raised \$555,602 for children's programs and services at MMC. Funds raised from this tremendous outpouring of community support will be allocated to a wide variety of children's services here.

The Broadcast was hosted by WGME's Kim Block and Dave Eid, with Doug Rafferty, Patsy Wiggins, and Amy Sinclair at the Old Port Festival. More than 200 volunteers participated in the weekend's activities at the studio and in the Old Port.

The personal appeals of children and their families motivated hundreds of Broadcast viewers to make a pledge. This is the first year the effort has raised more than \$500,000.

The Children's Miracle Network is an international organization whose membership is made up of more than 160 hospitals caring for children. MMC joined the Network in 1990 and has raised more than \$3,000,000 since then. One hundred percent of all the funds raised by MMC stay in Maine and are used exclusively to support children's programs and services at the medical center. For more information about Maine Medical Center's Children's Miracle Network, call 871-2101.



Make friends, not traffic...
...and save some bucks on gas, too!
Commute Another Way Day
Wednesday, June 14



For more information, call 1-800-280-RIDE.
Brochures are available outside Public Information.



Literature & Medicine: Humanities at the heart of medicine

Classic works of literature have often explored the common threads of our humanity across cultural and geographic boundaries. For nurses, physicians, and other members of the healthcare team here at MMC, literature is also proving to be a valuable extension of their training. The innovative program "Literature and Medicine: Humanities at the Heart of Health Care" is sponsored by the Maine Humanities Council.

The objective of the monthly seminars is to help participants improve communication with patients, thus improving patient care and increasing provider satisfaction. Kathleen Ashley, a professor of English Literature at the University of Southern Maine, facilitates these seminars. Group membership includes nurses, physicians, social workers, clergy, hospital administrators, and members of the community. The group has been meeting since January to explore works of fiction, poetry, drama, and nonfiction in the context of their daily work with

patients and families. The literature read includes works by Eudora Welty, William Carlos Williams, Langston Hughes, Robert Coles, Susan Mates, and Emily Dickinson.

Since they were begun three years ago at EMMC and Mayo Regional Hospital, these seminars have become increasingly popular across the state. This year, ten Maine hospitals are involved. With a recent grant from the National Endowment for the Humanities, organizers hope to expand the literature program into all of Maine's hospitals over the next three years.

"So far our experience here at MMC has been quite wonderful," says group member Suneela Nayak, Staff Development Specialist. "Our participation has been high, and the discussions have been spirited and engaging. The literature has offered us a counterpoint to the increasingly technological aspects of care by helping us better understand the human being inside the ailing body."

Credit unions are different

First, credit unions don't have customers, they have members. Members belong to the credit union by *owning* it, not by shopping at it. Medical Services Federal Credit Union (MSFCU) is a cooperative, owned collectively by its members. Further, you, the member-owner, help set the policies and direction for the credit union by electing a board of directors from among the members.

Second, credit unions are non-profit. They exist to provide members with the best possible financial assistance and advice, period. They do not exist to make a profit, satisfy distant investors, or do anything but serve you.

These differences enable MSFCU to offer you low cost loans, a competitive return on your savings, and truly personal and friendly service. Stop by MSFCU or call *your* credit union.

The Medical Services Federal Credit Union is located at 272 Park Avenue in Portland, just a short walk from MMC. Call 772-0808 or 1-800-639-5550 or find them on the web at www.msfcu.com.

Estrogen replacement study needs participants

Volunteers are needed for a 10-week estrogen replacement study conducted by MMC's Department of Obstetrics and Gynecology.

- Menopausal women age 45-70
- Free physical exam and counseling on hormone replacement therapy
- No history of major blood clot or heart disease
- \$200 compensation

For more information, call:
Judy DeMena, RN, or Helen Alves, RN
Maine Medical Center Clinical Trials Center
207-842-7100

Learn more about
Medical Services Federal
Credit Union!
Look for the information
table in the Ground Floor
Bypass Corridor,
1100-1330 hours,
Thursday, June 15, and
Thursday, June 29.

Marketplace

In order to ensure that everyone has an opportunity to use the Marketplace, ads may be placed *once only*. Repeats will be permitted only on a space-available basis.

FOR SALE

1988 Toyota Corolla wagon. 167K. \$1,200 or BO. Call 774-7383.

1988 Honda Civic 2 dr, no AC & PS. Less than 70K, original mileage. Asking \$1,000 or BO. Call 767-8174 days or 871-4419 after 4 PM.

Cape Elizabeth, Broad Cove neighborhood. 3 flrs, 4 BR, 3 1/2 BA. New hardwood floors throughout. New septic system. Dead-end street. \$399,000. Call 741-5139.

1990 Volkswagon Fox GL in very good condition. 102K miles, A/C, radio, cassette, 2-door. Asking \$1,500. Call 854-2464 or e-mail nconle@aol.com.

Five piece black mica BR set. Includes adjustable headboard, 2 night stands, dresser & armoire. \$450. Call 871-7460.

Beautiful pine hutch, 6' 8" high, 7' long, 19" deep. Lighted dry sink, 4 drawers, 4 doors on bottom & 2 glass doors on top half w/lights. Asking \$400 or BO. Call 892-0061.

1991 Volkswagon Golf GL. Well maintained, 5-spd w/safety inspection good through April 2001. \$1,900. Call 775-5091 leave message.

17' LUND ProGuide, 45HP Honda, 4 stroke, trailer, pristine condition, low hrs. Great fishing boat. \$10,000. Call 767-5131.

1991 Sportsman travel trailer, 24'. Sleeps 6, queen BR, bunks, full bath, kitchen. \$5,800 or BO. Call 693-4319.

1991 GMC Sonoma pickup, 96K miles, V-6, 4WD, A/C. \$3,400 or BO. Call 283-0818 or 450-8419.

1991 SAAB 9000, auto, 110K miles, exc. cond., A/C, airbag, ref., \$4,900 or BO. Call 773-2140 or 871-2288.

Queen size futon bed, \$175; Full size futon sofa, \$175; 19" TV, \$80; VCR, \$50; 2 adult mountain bikes, \$50 each. Call 773-2140 or 871-2288.

FOR RENT

Back Bay area: 3 BR Cape in excellent shape on quiet dead-end st. near Cheverus High School. 1+ 3/4 BA, hardwood floors, stove, fridge, DW, disp, W/D, closet space, 1/2 finished basement, new furnace, 1 car garage. 1 Yr lease, \$1,100/mo. Avail. early July. Call 774-1056.

2 BR apt., 3rd fl., just a block from Eastern Prom, Fort Allen Park & Casco Bay. Yard & porch, laundry in building, private deck. \$700/mo. includes all utilities. Avail. June. Sec. dep. No dogs, please. Call 541-7503 weekdays, 878-5708 evenings.

185 Prospect Street behind MMC. 2 BR, 1 BA, LR, DR, K, pantry, pkg, W/D hookup, NS, no pets. \$950/mo. + utils. Call 772-9062.

Beautiful, secluded cottage on sparkling clear lake in central Maine. 2 BR, all amenities, including full K and BA w/shower. Use of kayak, canoe & paddle boat. Many extras. 2 1/2 hrs from Portland. \$475/wk. Call 353-9720/days.

2 BR, eat-in K, LR, DR, W/D hookup, hardwood flrs, no pets, quiet street, off-street parking. 1 yr lease. \$850/mo. plus deposit & utilities. Call 775-7113 leave message.

Peaks Island home. Avail. June, July & August. \$600/wk. Sleeps 6, all amenities. Call 766-2571.

Portland: 261 Vaughan St. Beautiful, spacious apt. in restored brick Victorian 2 blocks from MMC. 3 BR, 2 BA, LR, parlor, modern tiled K, laundry & more! \$1,300/mo. H&HW included. Call 772-3380.

Cape Elizabeth: Cozy cottage near ocean, 2 BR, LR, study, gas heat, yard, quiet neighborhood. \$1,100/mo. Avail. June 1. Call 772-2323 days or 799-2573 evenings/week-

The deadlines for announcement-length items and **MARKETPLACE** are

June 21 for the July 5 issue

and

July 5 for the July 19 issue.

All items must be in writing

and may be sent by interoffice mail to the Public Information Department, by e-mail to FILIPL, or by fax to 871-6212.

ends.

Deering Highlands area: room for rent. Mature N/S F. References required. Off-street parking. \$335/mo. includes all utilities except phone. No pets. Call 772-5993.

ROOMMATE WANTED

So. Portland: Rt. 77 on Cape Eliz. town line. Beautiful Cape, lg. yard. 1 dog, room for another. 2 BR, office, 1 BA, DW, cellar storage w/washer/dryer. Short term rental considered. \$500/mo. includes everything except phone. Call 799-7644.

Non-smoking M/F to share sunny 2 BR apt in nice neighborhood. No pets. D/W. \$325/mo. + 1/2 utils. Call 828-1087.

CHILD CARE

Seeking mature, responsible person to care for 10 year old child. 2 mornings & 1 afternoon/evening per week. Call 741-9103.

WANTED

MMC fellow & spouse seek house to rent. Call (505) 265-8521.

Experienced carpenter for small jobs. Call 883-9329 or x4407.

Little Tykes toys: sandbox, wagon, climb-ons, folding picnic table - in good condition. Call 693-4319.

What's Happening?

at Maine Medical Center

- All month** **Healthviews.** Comm. TV Network TV 4, Thursdays, 1400 and 2000 hours; Fridays, 0700 hours.
- June 14** Commute Another Way
See p.5 Day.
- June 16** MMC Blood Drive,
See p.5 0830--1530 hours, Dana Center.
- June 17** FirstCare Safety Fair,
1000--1400 hours,
MMC Brighton.
- June 20** Opening Ceremony, new
See p.1 Cafeteria Servery. 1400-1600 hours
- June 21** New Cafeteria Servery
See p.1 open for business, 1030 hours.
- June 22** Celebrate the opening of the Learning Resource Center at the MMC Family Practice Center, 1700-2000 hours. Kids' activities, health information, refreshments.
- Aug. 29** I Love Food, 1800-2000 hours. Greek food, Yoga, and a discussion on sex and heart disease.

Get an employee discount on a cell phone

Learn how you can get a special employee rate on Verizon Wireless Analog or DigitalChoice phone service. A Verizon rep will host information tables soon:

June 13, 1000-1500 hours, MMC, Ground Floor Bypass Corridor
June 14, 1100-1300 hours, Brighton Campus, Cafeteria
June 15, 1000--1400 hours, MMC Scarborough, Cafe at the Atrium

Thank you for keeping MMC smoke-free

Smoking near and across from MMC's entrances has decreased dramatically. Thank you for your efforts to maintain our image as a healthcare model.

As the weather improves, we remind you that the single approved smoking area for employees is the area where the MMC access road meets the turn around on Gilman Street, just below the Maine General Building.

All employees are asked to tactfully remind smokers of our smoke-free campus policy.

Thank you.

*The Depressed--Manic
Depressed Portland Group
meets every Monday,
1900--2100 hours, and
every Friday,
1900-2000 hours, in
Dana Center Classroom 2.
A peer support program for
people dealing with
depression and
manic-depression.*

Ethics at the Center

The Ethics Confidential Helpline is available for your questions and concerns. Call the Helpline at 871-4646.

What's Happening is published every other week at Maine Medical Center for members of the hospital community and for friends of the institution throughout Maine and northern New England. Comments, questions, and suggestions may be addressed to the Office of Public Information, MMC, 22 Bramhall Street, Portland, Maine 04102-3175. (207) 871-2196. Editor: Wayne L. Clark.

- ☐ Change name or address as shown on address label.
- ☐ Remove my name from your *What's Happening?* mailing list.

Please return this address label in an envelope to the Public Information Department.

What's Happening?

MAINE MEDICAL CENTER 22 BRAMHALL STREET PORTLAND, ME 04102-3175